

USER PERSONA

Lena Wagner-Bauer

Junior writer

Reader, information seeker

SCENARIO

- I want to learn more about my industry and pick up new skills so I can earn more money. I don't want to spend money or give my email to do this. I am newer to the industry, and I am not even sure I'll stay in it long.

GOALS

- Earn money

AGE 37

GENDER Other

EDUCATION

Incomplete university, Bachelor of arts

LIKES DISLIKES



Video tutorials



*Pay walls,
distracting UI
or features*

DEVICE

Windows OS,
multiple monitors

BROWSER

Google chrome

ACCESSIBILITY

Vision impairment

SKILL LEVEL

High